

tion, if the parties are dissatisfied, he always throws up the contract, however beneficial it might have proved to him.

His mode of advertising was new, and it excited both astonishment and ridicule. His ruin was predicted over and over again. But as he paid as he went along he alone would be the sufferer. He was assailed in various ways. Men sneered at his writers, as well as at the method in which he made them known. He had no competition. Just then it was announced that the Harpers were to put a first-class Weekly into the field. The announcement was hailed with delight by many classes. Men who had been predicting Bonner's ruin from the start were anxious to see it accomplished. He had agents in all the leading cities in the land. These held a monopoly of the *Ledger*. The book men and newspaper men, who were left out, were quite willing to have the *Ledger* go under. The respectability and wealth of the house, its enterprise, with the class of writers it could secure, made the new paper a dangerous rival. Mr. Bonner concluded to make the first issue serviceable to himself. His paragraph advertising was considered sensational, and smacking of the charlatan. He resolved to make it respectable. He wrote a half column in sensational style—"Buy *Harper's Weekly*"—"Buy *Harper's Weekly*"—"Buy *Harper's Weekly*"—"Buy *Harper's Weekly*"—and so on through the half column. Through his advertising agent he sent this advertisement to the *Herald*, *Tribune*, and *Times*, and paid for its insertion. Among the astonished readers of this *Ledger* style of advertising were the quiet gentlemen who do business on Franklin Square. The community were astonished. "The Harpers are waking up!" "This is the Bonner style!" "This is the way the *Ledger* man does it!" were heard on all sides. The young Harpers were congratulated by the book men everywhere on the enterprise with which they were pushing the new publication. They said nothing, and took the joke in good part. But it settled the respectability of the *Ledger* style of advertising. It is now imitated by the leading publishers, insurance men, and most eminent dry-goods men in the country. The sums spent by Mr. Bonner in advertising are perfectly marvellous. He never advertises unless he has something new to present to the public. He pays from five to twenty-five thousand dollars a week when he advertises. The enormous circulation of the *Ledger*, over three hundred thousand copies a week, shows how profitable his style of doing business is. Nearly everything he does, every horse he buys, or new personal movement that distinguishes him, is set down to a desire on his part for gratuitous advertising. Of course he has an eye to business in whatever he does. But all the advertising he wants he is quite ready to pay for.

The popularity given to a little squib of his own, to which the name of Dr. Chalmers was attached, taught Mr. Bonner a lesson he never forgot. Mr. Edward Everett had taken upon himself to aid the ladies of America in purchasing Mount Vernon. Mr. Bonner resolved to secure Mr. Everett as a writer for the *Ledger*. He knew that money could not purchase Mr. Everett's connection with his paper. He offered Mr. Everett ten thousand dollars to write a series of articles for the *Ledger*, the money to be appropriated to the purchase of the tomb of the father of his country. Mr. Everett could do no less than accept. At the conclusion of the Mount Vernon papers Mr. Everett continued on the *Ledger* until his death. Mr. Bonner paid him over fifty